

AMENDMENT TO THE ABSTRACT:

Please amend the Abstract of Disclosure to read as follows:

--A Web-based consumer product brand image communication network enabling a manufacturer's brand management team to create, deploy and install one or more server-side driven, Web-based multi-mode virtual kiosks (MMVKs) along the fabric of the World Wide Web (WWW), including the online and physical retail point of sale (POS). Each MMVK has (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and/or (iii) a consumer product information (CPI) display mode for displaying a set of product information asset. The brand image communication network includes subsystems for programming each of these MMVK display modes. By virtue of the MMVK-based communication network of the present invention, brand management teams can now consistently deliver to consumers, composite brand images for registered consumer products that are marketed and sold in electronic and physical streams of commerce.--